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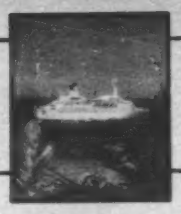
Special Report: Pent-up demand in travel? - Magazine



DHL takes to the air - Page 2

Traditional 15% system continues to erode - Page 3

Advertising Age®

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JWT knew in '78: Luisi

By CHRISTY MARSHALL

NEW YORK—J. Walter Thompson Co. executives were alerted to problems in the giant agency's syndication unit as far back as 1978.

According to a series of memos that date back to that year, top JWT management from chairman Don Johnston down through the executive suites and the financial, legal and the media departments, were being made aware of financial problems in the unit and were supposedly working on solutions—solutions that never came.

Instead, there came the day in February, 1982, when JWT announced that it had uncovered "accounting irregularities" in its syndication unit. It would later write off $30 million in pretax earnings, restate revenues for the years 1979-1982, suspend and ultimately fire Marie Luisi, the senior vp who headed its spot-buying and syndication operation, and shut down its syndication unit all together.

Ms. Luisi is now planning to sue the agency for $125.3 million in punitive and compensatory damages, claiming defamation of character, among other things (AA, April 18). JWT terms her suit "ludicrous" and has vowed to countersue. But beyond scoffing at the suit, the agency has declined to comment further on syndication. The agency spokesman on the case last week called the entire matter "a bore."

Ms. Luisi, meanwhile, agreed to show ADVERTISING AGE documents that she believes will bolster her argument that JWT management was fully aware of what was going on and that she was made its scapegoat in order to cover up management mistakes.

In the brownstone building that houses the offices of her attorney, Ivan Fisher, Ms. Luisi brought out memos that reveal a picture of lack of administrative and financial controls, lack of direction and even serious conflict problems within the syndication area.

The documents show that for the past several years, JWT executives were not oblivious to the problems that ultimately resulted in that $30 million writeoff. In an Oct. 17, 1978, memo from Marie

(Continued on Page 74)

Coke to debut caffeine-free

ATLANTA—Coca-Cola Co.'s long-awaited introduction of caffeine-free Coke, Tab and Diet Coke is planned for mid-May in Denver, Salt Lake City and another market, possibly San Francisco.

A spokesman for the soft-drink market leader would not confirm that its caffeine-free introduction was imminent.

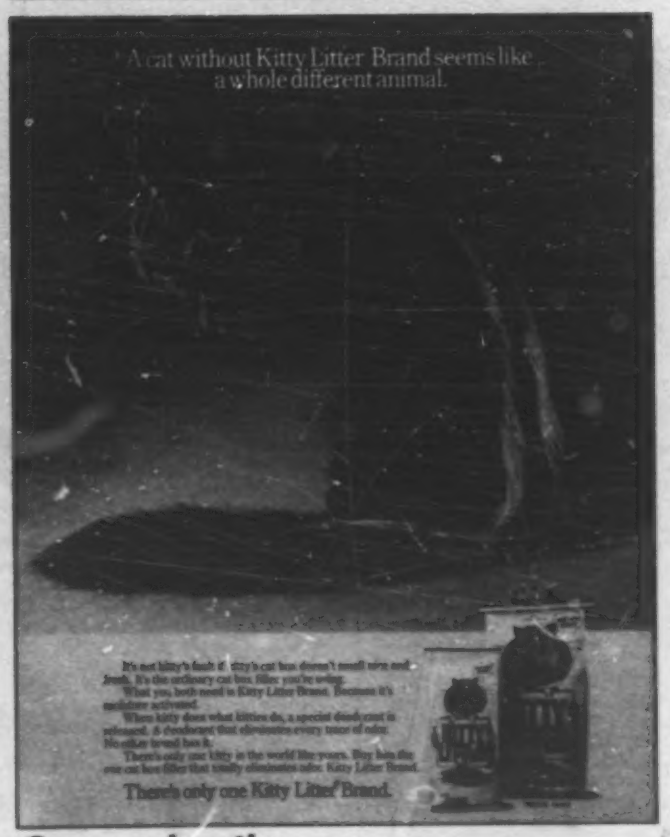
From other sources, however, it was learned that Coca-Cola officials expect to move the new products into other markets as quickly as possible after the mid-May debut.

They reportedly plan to position the new entries as line extensions in order to avoid the cannibalization of the company's main cola drinks. Reports say the advertising planned by Coke will be low-key, in contrast to the company's big, brassy Diet Coke ad extravaganza.

This move comes as competition between Coke and Pepsi heated up on other fronts last week: Pepsi-Cola USA approved a 50% level of high-fructose corn syrup as a sucrose replacement in Pepsi and Pepsi Free regular, and Coca-Cola told of plans to introduce Diet Coke to the foodservice industry, also in May.

The subdued approach on the company's caffeine-free entries is

(Continued on Page 70)



Crossed paths

Lowe's Inc. starts using magazines to advertise its Kitty Litter cat box filler, beginning in June issues. The campaign, estimated at $6 million, is the first year-round drive for the brand, with tv starting in the fall. Agency: J. Walter Thompson USA, Chicago.

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Network execs worry about audience decline

Big fall lineup shifts seen

By DIANE MERMIGAS and JAMES P. FORKAN

Executives of the three tv networks acknowledge that an unusual rating and share decline this past season in many returning shows could result in considerable across-the-board changes next fall, instead of the status-quo approach embraced this past season.

John Severino, president, ABC Television, said his network was hurt significantly by the National Football League players' strike last fall, which allowed CBS "to get off to a stronger start than they would have had." ABC's late-season miniseries strength was not enough to make up the difference—it lost the season to CBS by half a rating point—and the network's weak series on Thursday and Friday didn't help.

Donald (Bud) Grant, president, CBS Entertainment, said his network's solid series backbone is responsible for its narrow victory over ABC in prime time. However, Mr. Grant conceded that even CBS' Sunday night lineup, perhaps the most indomitable anywhere on tv, will receive an infusion of new series blood next fall.

Brandon Tartikoff, NBC Entertainment president, said the season offered some important rebuilding

(Continued on Page 72)

Network ratings

	Rating '82-'83	Rating '81-'82	Share '82-'83	Share '81-'82
CBS	18.2	19.0	28.7	30.3
ABC	17.7	18.1	27.9	28.8
NBC	15.1	15.2	23.8	24.2

Source: ABC (Based on A.C. Nielsen Co. figures)

CBS manages to retain top spot in the ratings race. See Page 2.

Vicks set to acquire Sassoon

By RUTH STROUD and PAT SLOAN

Richardson-Vicks is holding discussions with Vidal Sassoon Inc. that could lead to its acquiring the privately held haircare and beauty products company.

Officials of the Wilton, Conn.-based R-V confirmed that "negotiations for the acquisition of a major haircare company are nearing completion." It declined to name the company. Sassoon executives would not comment.

Health & beauty aids companies appear to be prime takeover tar-

(Continued on Page 70)

last minute news

D'Arcy resigns $6 million of Heublein business

HARTFORD, CONN.—D'Arcy-MacManus & Masius/New York has resigned $6 million worth of Heublein business, effective immediately. DM&M, a Heublein agency since 1968, had handled Harvey's Bristol Cream sherry and Don Q rum. Heublein said the agency cited continuing differences. No word yet on a new agency.

Sales of 1 million make 'USA Today' 3rd-largest

WASHINGTON—*USA Today* sales will exceed 1.1 million copies daily, cracking the million mark for the first time, in a new Price Waterhouse circulation report that was due for release during the weekend, a senior official said Friday. The Gannett exec said *USA Today*'s average daily sales, audited from April 11 to 15, makes it the nation's third-biggest weekday paper, behind the *Wall Street Journal* and the *New York Daily News*, based on Sept. 30, 1982, ABC figures. The audit week coincided with the paper's rollout in the New York area, bringing the number of *USA Today* market "clusters" to 15.

Mattel breaks ad campaign for new computer

HAWTHORNE, CAL.—Mattel Electronics is launching its new Aquarius computer with actor Mason Adams, managing editor on "Lou Grant," as

(Continued on Page 8)

France's Univas again eyes U.S., talks with DFS

By PHILLIP HILL

PARIS—Eurocom, the agency arm of the giant, state-owned Havas group, is expected to reenter the U.S. market in the next two months. Its first such venture was the disastrous acquisition of Kelly, Nason in 1977 by Univas, Eurocom's international agency group.

The prospective target is Dancer Fitzgerald Sample. Eurocom is about to open top-level talks with DFS, with which Eurocom already has a joint agency in France—Bazaine. Michel Morel, chairman of Bazaine, said that it had not yet been decided if the talks would take place in Paris or New York, and he claimed the talks only concerned their joint operations in France.

Other DFS executives, however, confirm the talks will go beyond France, although they deny there is any chance of a DFS takeover by Eurocom. DFS would benefit from a tie with Eurocom since its presence in Europe is not particularly strong.

Andre Rousselet, the recently appointed chairman of Havas, has said Eurocom's move into the U.S. is a No. 1 priority and that he would be prepared to pay more than the planned $13.75 million for an "entry ticket" to the U.S. The group probably has nearer to $27.5 million at its disposal in ready cash, according to one source.

The main reason for a move into the U.S. is pressure from internationally minded French clients who want to expand their presence in the market, but want to use a French rather than a U.S. agency.

Until recently, the odds-on favorite as this entry ticket was Bozell & Jacobs. According to one U.S. agency source in Paris, B&J was asking too much, even for Eurocom—$35 million for a 40% stake. Negotiations are believed to

(Continued on Page 72)

"DHL Express delivers the U.S. for Ted Turner," says introductory voiceover, after which Mr. Turner delivers a pitch for the service "making more on-time deliveries. . .around the world than anybody."

Seeks recognition in U.S. via well-known execs

DHL delivers big ad push

By ROBERT RAISSMAN

The highly competitive parcel-delivery business has a formidable new player.

DHL Corp., a unit of DHL Worldwide Courier Express Network Ltd., has unleashed a $10 million-plus awareness campaign in the U.S. The campaign coincides with the previously low-key company's major domestic expansion of its document and small-parcel courier express business. That business is designed to complement what has been primarily an international operation.

The DHL campaign, created by Ted Bates Advertising/New York, uses testimonials from such well-known Americans as cable entrepreneur-sportsman Ted Turner, market researcher A.C. Nielsen Jr., catalog mogul Roger Horchow, attorney Louis Nizer and publisher John Fairchild.

The U.S. operation, based in San Bruno, Cal., is one of two separate entities of the privately held DHL Worldwide Courier Express Network. The other—and much larger—is DHL International Ltd., based in Hong Kong. Industry sources estimate the two companies had combined sales of $400 million in 1982. The network serves 85 countries and handled more than 10 million shipments in 1982.

DHL Corp. just enlarged its air and ground fleets with the purchase of three Boeing 727-100Cs and seven Learjets, which are being added to the existing fleet of turboprop aircraft. It also has created "hub" centers for sorting and dispatching at Greater Cincinnati and Salt Lake City International Airports and established mini-hubs at nine other airports. It has increased the number of U.S. stations to 119 during the expansion.

Lawrence G. Roberts, president of DHL, said his

(Continued on Page 73)

CBS wins prime time race in photo finish

By DIANE MERMIGAS

The 1982-83 network tv season's prime time photo finish, with CBS edging out ABC by half a rating point, was overshadowed by new evidence that more Americans are using their tv sets, but a declining number have them tuned to the networks.

The 1% increase in hut (households using tv) levels to 63.5% in 1982-83 over the previous season was a small but significant testament to the fact that more consumers are watching more nonnetwork shows as well as using tv-related technologies like videocassette and videodisc players, videogames and home computers.

The hut increase could not be attributed to network viewing since the three networks' combined rating dropped 2% from last season, to 51, and the combined network share declined 3% to 80.4. The networks' delivery per average minute declined 100,000 households from last season, to a total of about 42.4 million.

When the dust finally settled last week, A.C. Nielsen Co. found the networks fixed in nearly the same positions they held at the end of the 1981-82 season.

CBS lead the prime time pack for the fourth consecutive season, averaging an 18.2 rating, 28.7 share in the 1982-83 prime time race which ended April 17. CBS stood up to ABC's late-season miniseries strength primarily with its regularly scheduled series and movies. ABC averaged a 17.7/27.9, and NBC a 15.1/23.8. NBC sustained its rating while the other two networks declined slightly over the previous season, which CBS ended with a 19/30.3, ABC with an 18.1/28.8 and NBC with a 15.2/24.2.

The significance of the continued close contest between CBS and ABC is that a single prime time network rating point advantage is worth 833,000 tv households and about $51 million in annual revenue. A rating is the percentage of tv households, and share is the percentage of homes with tv sets tuned in.

CBS won 19 of the season's 29 weeks, while ABC won seven (on the strength of such programs as "Winds of War," "Thorn Birds" and the Academy Awards) and NBC won three (on the appeal of the World Series and the Super Bowl).

CBS claimed an even greater victory over ABC in season averages of regular prime

(Continued on Page 72)

highlights

Monday, April 25, 1983

Two new feminine hygiene products begin rolling national as Procter & Gamble starts test of new Always. *See Page 6.*

Hostile public reaction to the congressionally sponsored test of conventional ads on public tv stations has been minimal, but there is little hope that ad revenues can replace federal subsidies. *See Page 10.*

With the deadline for final legal filings approaching, lobbyists for and against network reentry into domestic tv program syndication are expecting a vote by the Federal Communications Commission any day. *See Page 12.*

The March National Consumer Poll has found that 45% of Americans feel "things are getting better for the country"—a surge of optimism which almost doubled the 26% level at the beginning of the year. *See Page 18.*

Sources at major cable systems say *TV Guide* could have preempted *TV-Cable Week's* entry into the cable marketplace if it had been willing to offer potential subscribers a system-specific version of its own weekly magazine. *See Page 20.*

Playboy Enterprises' decision to kill off its fashion and electronic entertainment guides is part of a strategy to bolster *Playboy* by further broadening the editorial scope of the magazine. *See Page 34.*

Soccer's still alive and kicking in the U.S., with NASL president Howard Samuels intent on operating the league as a business. *See Page 36.*

Godfather's Pizza is entering its second decade with a more sophisticated marketing plan and a more aggressive strategy for growth. *See Page 40.*

Helena Rubinstein Inc.'s pending sale of its Latin American and Japanese operations to Paris-based L'Oreal is expected to ease Rubinstein's debt while giving its other businesses fresh resources. *See Page 59.*

Jockey International is going after a broader market as it branches out into sportswear and introduces a line of women's underwear. *See Page 63.*

National Magazine Awards were bestowed upon 11 publications at ceremonies in New York. *See Page 63.*

The president of Heublein Inc. says a major wine industry shakeout would not affect his wineries due to the recent merger with R.J. Reynolds Industries. *See Page 66.*

CORPORATE CLOSEUP

Prince Foods' spruced up ad campaigns, its expanded distribution and the introduction of new items are all part of an effort to support the company's claim that it is the largest and fastest-growing Italian food company in the country. *See Page 4.*

INTERNATIONAL

BBDO South Africa is looking to regain momentum after a series of account shifts that have cost the agency over $10 million in business since the beginning of the year. *See Page 50.*

U.S. international agency executives are taking another look at their stakes in the Australian market, where a new left-wing government has prevented N W Ayer from increasing its holdings. *See Page 56.*

MAGAZINE

Outstanding tv commercials are remembered because they leave a lasting impression. We list the results of Video Storyboard Tests' survey of the top 25 of 1982 and explain why they made the grade. *See Page M-4.*

Travel and Tourism: Once called "recession proof," the industry has slumped under the weight of high interest rates and unemployment, ad travel marketers are targeting their audiences more carefully and with more creative offerings. *See Page M-9.*

"The Winds of War" helped salvage a dreary tv season, and its high viewership brought with it strong commercial recall. *See Page M-34.*

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NEWSPAPER ADVERTISING EXPENDITURES—JANUARY, '83 64

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Chex-mate

Kellogg Co. rolls Crispix

By JAN[illegible]EIMAN

Ralston Purina's Chex cereal line will be put under more pressure as Kellogg Co. expands its Crispix cereal into new markets.

Crispix is moving into the northeastern U.S., plus Denver, Phoenix and Seattle, following what the company called "very, very encouraging response" in its test markets of Chicago, Los Angeles and San Francisco (AA, Jan. 10).

Crispix has been seen, as one industry analyst put it, as a means of "getting back at Ralston Purina," which has cut into Kellogg's market share over the past few years with its private-label cereals patterned after the top-selling brands. Most of those are Kellogg products: Corn Flakes, Sugar-Frosted Flakes and Rice Krispies.

Kellogg's portion of the $3.2 billion ready-to-eat cereal market has declined from about 41% in 1979 to about 38%. Ralston holds about 10% of the market, including 5.8% for its branded cereals (mostly through its Chex line) and 4.2% in private label.

A cereal "with crispy rice on one side and the sunny taste of corn on the other" seems unlikely ammunition for marketing wars. But in-

(Continued on Page 72)

Clients continue shifting from 15%

GRENELEFE, FLA.—The traditional 15% commission system of agency compensation is continuing to lose ground, and advertisers are taking a greater interest in their agencies' finances, according to a new survey from the Assn. of National Advertisers.

"Extreme diversity in individual compensation arrangements is now the rule rather than the exception," said William M. Weilbacher, president of Bismark Corp., who conducted the survey for the ANA. It was presented here last week at ANA's financial management workshop.

Earlier in his speech he said, "There has been a gradual yet inexorable growth in fee arrangements over the years."

The findings are based on 263 questionnaires filled out by major national advertisers. Of the total, 71% used the traditional media compensation arrangement or a variation of it and 29% reported a fee setup.

"In addition, there has been a growth in the number of compensation arrangements which, although still nominally on the commission basis, use a commission percentage that is either greater or less than 15%," Mr. Weilbacher said. "Larger advertisers tend to pay less than 15%—sometimes much less than 15%—for the agency services they choose to receive. And smaller advertisers, or advertisers that choose to use a broad range of advertising agency services, often are willing to pay more than 15%, and sometimes much more than 15%, for the services they wish to receive."

It is the multitude of services now offered by agencies that has caused the compensation system to be modified.

Mr. Weilbacher said advertisers tend to pay more for those noncommissionable services, such as "production of rough and finished storyboards; new-product development work; casting; payment of union pension and welfare funds; processing of talent payments; negotiation of broadcast rights; development of shows for syndication, network use; travel expenses of agency production personnel; activities involved with the use of cable television; many research functions; creation and production of sales promotional and collateral materials; printing costs when supervised by the agency; etc. Not all advertisers pay extra for all of these services, but almost all advertisers do pay extra for at least some of them."

Paul Muller, manager-advertising controls, General Foods, said that with the growth of agency services there has been a corresponding increased involvement of advertisers in agency operations.

According to the survey, 59% of advertisers conduct formal agency evaluations, but 81% of the advertisers in the $50 million-plus advertising expenditure category hold such reviews, while 39% in the less-than-$5 million and 67% in the $10 million-to-$19 million-ad-budget categories conduct them.

The survey also found 75% of advertisers now audit agencies' books—up from the 60% that audited in 1979. "Almost 100% of the $50 million-plus advertisers audit, versus 85% for those spending $10 million to $19 million and 62% for smaller advertisers," Mr. Muller said.

"The survey indicates a strong trend toward increased advertiser interest in knowing how much the agency is making or losing on their business: 66% in 1982 against 56% in

(Continued on Page 73)

Highlights of new ANA study

- **71% of advertisers** use commission system, down from 75% in 1979, 83% in 1976.
- **29% of advertisers** use fee system, up from 25% in 1979, 17% in 1976.
- **25% of advertisers** made "significant" changes in compensation arrangements since 1979.
- **75% of advertisers** audit agencies, up from 60% in 1979.
- **59% of advertisers** conduct formal agency evaluations (including 81% of advertisers with budgets of $50 million or more).

world news roundup

SYDNEY—Three multinational agencies won one of Australia's biggest retail accounts, Woolworth Group (no relation to U.S. company), up for grabs since the Fortune Group of Cos. went out of business. Leo Burnett Co. won the $13 million supermarket account, D'Arcy-MacManus & Masius Worldwide won the $5.2 million variety chain and Ogilvy & Mather got the $3.5 million specialty business.

TORONTO—Sony of Canada dropped Cockfield-Brown, its agency for 20 years, and placed its $2 million account with Vickers & Benson after an eight-agency review (AA, March 21).

HAMBURG—Unilever subsidiary Elida Gibbs is introducing its first dentifrice gel, called Ziel, in Germany, which will be joined late in May by Colgate-Palmolive's gel launch. Ziel, known as Aim in the U.S., is handled by Harke & Froreich (creative) and Lintas (placement).

LONDON—Diet 7UP is being introduced in the U.K. with magazine ads set for May. Leo Burnett Co. handles.

TOKYO—The "Winds of War" tv miniseries failed in Japan, scoring an average rating (percentage of tv households) of 9.5 compared with the 38.6 rating it averaged in the U.S.

PARIS—Daniel Filipacchi added France's popular feminist magazine *Le Nouveau F* to his stable of skin and sensationalist magazines.

LONDON—Sterling Health is launching Triadol liquid medicine for muscle aches with $925,000 in spending via Benton & Bowles.

Low profit may mean slow sale

Big media shun 'Sun-Times'

By ROBERT REED

CHICAGO—Virtually none of the nation's major newspaper chains will bid for Field Enterprises' *Chicago Sun-Times*—a development that dampens the company's hope for a speedy sale of its largest asset.

Knight-Ridder, New York Times Co., Gannett Co. and Capital Communications already have stated they will not explore a purchase. The Washington Post Co. would not comment on the *Sun-Times*, but highly placed insiders at the Chicago newspaper doubt that company is interested.

Otis Chandler, chairman of Times Mirror Co., which owns the *Los Angeles Times*, will talk with *Sun-Times* management this week, but admits his acquiring the daily "is not a very good possibility."

At this juncture it is unlikely Rupert Murdoch, the Australian newspaper magnate who has a history of snatching up troubled papers, will make a play, say analysts. He is renowned for purchasing at "fire sales" and the *Sun-Times* is still a profitable entity with an asking price in the $130 million range, they added. Mr. Murdoch was unavailable for comment.

It is also unlikely a smaller newspaper chain or a company outside the communications business will make an offer, says Ken Noble, industry analyst with Paine Webber, New York.

The lack of an aggressive suitor increases the probability a local syndicate, spearheaded by community and business leaders, will be the paper's most serious player, according to newspaper insiders and analysts.

James Hoge, *Sun-Times'* publisher, declined to comment on the paper's impending sale, referring instead to statements made at the initial announcement, which said Field Enterprises will seek a qualified buyer committed to publishing the paper.

The newspaper's sale comes as part of Field Enterprises' plan to dissolve its company, a move brought on by a long-running feud between the privately held concern's two stockholders, Marshall and Frederick Field (AA, April 18). Field has set a target date of a year to sell the paper; if the daily is unsold it will revert to a partnership owned equally by the Fields.

The pair, who are half-brothers, decided to liquidate the company because they each hold different interests and could not agree on Field's direction. Listed among its assets: The *Sun-Times*, four uhf television stations, a cluster of California cable operations and a one-third interest in KEYCOM Electronic Publishing. Annual revenues are $450 million, with the *Sun-Times* contributing nearly $250 million.

While industry executives consider the *Sun-Times* to be a quality newspaper, they contend it is doomed to

(Continued on Page 69)

Reaction to Pepsi, BK drives diverge

By JOSEPH M. WINSKI

Pepsi-Cola and Burger King both launched important new advertising in March, but apparently with different results:

- Pepsi's introduction of its lavish "Pepsi Now" campaign was followed by only a slight, statistically insignificant, increase in consumer awareness of Pepsi advertising.
- Burger King's latest anti-McDonald's advertising helped BK ad awareness to climb substantially from February.

adWatch

Those conclusions are drawn from adWatch, a monthly survey of consumer awareness of advertising conducted by ADVERTISING AGE and SRI Research Center Inc., Lincoln, Neb. The survey consists of telephone interviews with a random sample of 1,250 consumers who are asked to name the advertising that first comes to mind of all seen or heard in the previous 30 days in 20 product categories. The March survey was conducted from March 1 through March 21.

Pepsi introduced its new advertising on March 7 (AA, March 7). Of consumers asked to name the soft-drink advertising that first came to mind last month, 20.3% named Pepsi, up 2.3 percentage points from 18% in February. A change of at least 2.7 points is required for statistical significance.

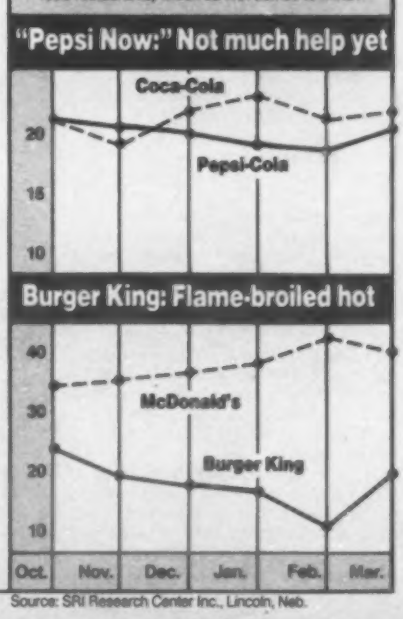
Pepsi again failed to dislodge Coca-Cola from the top spot in soft-drink ad awareness. Coke advertising was named by 23.2% of the respondents, an insignificant change from 22.4%

(Continued on Page 73)

Awareness of new ads for Pepsi, Burger King

(Per cent of responses by month)

Question: Of all the advertising you've read, seen or heard in the past 30 days, for (soft drink, fast-food restaurants) which ad first comes to mind?



Source: SRI Research Center Inc., Lincoln, Neb.

Pertschuk's plea: Turn FTC loose

WASHINGTON—Former Federal Trade Commission chairman Michael Pertschuk has seized an opening to test whether last fall's election has softened congressional hostility toward activist projects at the FTC.

In response to an invitation by Senate commerce committee chairman Robert Packwood (R., Ore.), Mr. Pertschuk, still serving as a Democratic FTC commissioner, dumped a package of stalled projects in the Senate committee's lap—including an investigation of beer, wine and liquor advertising—and invited the senators to order the FTC into action.

He reminded Sen. Packwood in a letter that "it was a similar invitation in 1969 by the Senate commerce committee which led eventually to the passage of much of the consumer legislation of the 1970s."

Mr. Pertschuk said Congress should:

- Direct the commission to conduct an industrywide investigation of alcoholic beverage advertising practices to determine "the extent to which they may be encouraging the consumption of alcohol by highly vulnerable groups, particularly young and heavy drinkers." The FTC, with Mr. Pertschuk dissenting, voted 3 to 1 last year to close a similar investigation first begun in 1976 with Anheuser-Busch and Somerset Importers as the initial targets.
- Direct the FTC to begin auto industry rule making that would set requirements for disclosing new car defects and standards of performance for new car warranties. Mr. Pertschuk said the Carter administration FTC ordered a handful of car makers to disclose defects and the Reagan FTC is considering settling a still pending 1980 defect case involving General Motors, but he complained that "no new auto defect cases have been brought during the present FTC."
- Direct the FTC to revive a Carter-era investigation of abusive nursing home business practices, which Timothy Muris, senior aide to FTC chairman James Miller, has

(Continued on Page 69)

adWatch

(Continued from Page 3)

in February. Pepsi and Coke have each led the category six times in the last 12 months, but Coke has led for the last four months.

Pepsi-Cola's new campaign, produced by BBDO, New York, has been the subject of close scrutiny in the hotly contested soft-drink industry. It replaced the "Pepsi's got your taste for life" campaign, considered by some to be one of Pepsi's more tepid efforts in recent years. Some industry observers have been surprised by what they believe to be the low visibility of the new campaign—especially when compared to the seemingly ubiquitous "Coke is it!" by McCann-Erickson, New York—but Pepsi officials say, "Pepsi now" has been the beneficiary of a heavy media schedule. Some of the new Pepsi commercials combine the long-running "Pepsi challenge" taste-test spots with vignettes from the "Pepsi now" commercials.

Coca-Cola Co.'s recently introduced Diet Coke was No. 3 in the category for the second straight month, with an awareness score of 8.5%, up from 7.8% in February. Philip Morris Inc.'s 7UP, which had been No. 3 until being overtaken by Diet Coke in February, was No. 4 again in March with a score of 4.6%, down from 6.9%.

Burger King's ad awareness, meanwhile, soared in March, apparently because of its new drive touting surveys that purportedly found consumers preferring "flame-broiled" hamburgers (Burger King-style) to fried burgers (McDonald's-style) "by nearly three-to-one." The effort began March 5 (AA, March 7).

Burger King ads were named as those first coming to mind by 21.4% of the respondents in the March survey, up from 10.8% in February. That was an increase of 10.6 points, the second-largest monthly gain of any advertiser covered by adWatch since the survey began in April, 1982. The only larger increase was the 15.7-point gain posted by Burger King last October when it launched its hard-hitting comparative campaign.

McDonald's continued to lead the category in ad awareness, however, with 41.4% of all responses, versus 43.6% in February. The insignificant 1.8-point decline stands in marked contrast to McDonald's 10-point plunge when Burger King made its surge last October. McDonald's new "McDonald's and you" campaign, which broke Jan. 15 and appears to be well received, may be a key reason that McDonald's awareness held last month.

Burger King's ad awareness fell sharply after it pulled back on its initial comparative advertising campaign, prepared by J. Walter Thompson USA, last fall. By February, its awareness trailed that of McDonald's by almost as much as it had before the controversial campaign began (AA, March 21).

It isn't known whether Burger King sales have increased as a result of its latest wave of comparative ads. An SRI Research Center analysis of last fall's Burger King ad awareness and sales increases showed a strong correlation between the two.

McDonald's and Burger King's combined 62.8% share of fast-food ad awareness in March is the most ever for the two burger chains. No other No. 1 and No. 2 advertisers in adWatch's 20 categories have dominated their group as McDonald's and Burger King did last month. (Pepsi and Coke's combined share of 43.5% was the next largest in March.)

Wendy's regained the No. 3 spot in fast-food advertising in March, after having lost it to Hardee's in February. Wendy's score of 3.7% was the same in both months, but Hardee's score fell to 2.6% in March from 4.2% in February.

In other developments last month:

- Tylenol continued its rebound in **medicine & drug** ad awareness following a slump after its advertising was halted in the wake of last September's tainted-Tylenol poisonings. Tylenol's ad awareness rose a significant 5.2 points in March to 38.6%, which was Tylenol's highest adWatch score yet, and more than doubled its 16.6% showing last October. Tylenol in March had an 8-to-1 margin over Anacin, No. 2 in the category with 4.7% of responses, down from 6.3%. Tylenol's lead over Anacin was the biggest margin held by the No. 1 advertiser in any category.
- Others showing significant ad awareness gains were Campbell's, No. 1 in **canned foods** with 14.2% of responses, up 3 points, and Tide, No. 1 in **laundry products** with a 4.2-point gain to 22.7%.
- The only advertiser posting a significant drop was Atari, whose No. 1 score in **home electronics** fell 3.5 points to 15%.#

For more information, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

DHL ad push

(Continued from Page 2)

company now would be able to match its international capability domestically. "Our goal in the U.S. is to be recognized as the 'reliable alternative' in an increasingly crowded field of courier companies," he said.

Sources said the primary system used by DHL to move packages to international points until now consisted of an ingenious concept. It used airline passengers as couriers. For example, the company would purchase a one-way ticket for a college student embarking on a holiday. The student's baggage, which could have contained any number of small DHL packages, was consolidated with regular baggage aboard the aircraft, and all the student was paying for was the excess luggage. DHL was paying for the one-way ticket but charging anywhere from $75 to $100 to a customer whose 3-lb. package was in the student's suitcase.

However, the airlines have caught up with this activity and have proposed legislation to the Civil Aeronautics Board to stop it.

John Beeby, DHL's marketing manager, said the 30-second spots will run in 16 major markets that make up about 50% of the actual and potential market of courier service users. Print ads and direct mail also will support.#

Fee study

(Continued from Page 3)

1979. Seventy-eight per cent of the largest advertisers review the profitability of their account with their agencies; 69% in the $10 million-to-$19 million [ad budget] class and 64% of the low-budget clients do so," he said.

Mr. Muller indicated that 25% of advertisers made significant changes in their compensation arrangements since the 1979 survey. These changes were made for three primary reasons: Changes in advertiser service requirements; the agency demonstrated that profit was inadequate, or the advertiser thought that agency profit was excessive.

The traditional commission system is still the dominant mode of compensation, but the slow trend to fee systems and variations of the commission setup continue. More than 80% of advertisers using the traditional commission system pay 17.65% on production costs. But among the largest advertisers within that group (more than $50 million), 40% pay 15%.

When asked how they compensate agencies for noncommissionable work, such as new-product development, 24% of the advertisers responding said they expected the agency to absorb development costs out of commissions earned on established products. The other 76% made additional payment, either reimbursing the agency for its out-of-pocket costs, paying all or part of salaries and overhead or allowing the agency a profit on the work.

For those on the fee system, the respondents said 55% of total fee arrangements reported were fixed fee; 28% were cost-plus, and 17% showed some variant of the two methods, Mr. Muller said. Examining the numbers, Mr. Muller added, "83% of fee advertisers responded affirmatively when asked whether they calculated the difference between what they paid the agency and what they would have paid under a commission arrangement. Two-thirds of them said that the fees were less than they would have paid under the commission system, and one-third said the fees were greater."

On cable, explored for the first time on the ANA questionnaire, 45% indicated they planned some cable usage in 1983. Of consumer package goods advertisers spending more than $50 million annually, 89% are planning to use some cable.

Mr. Muller reported that spending levels on cable tv are still "very low, but they appear to be related directly to the over-all size of the ad appropriation. Of those indicating planned cable use, 72 expect to spend less than $500,000 this year. Only 10 expect to spend at least $2 million this year."

John S. Bowen, president-chief executive officer of Benton & Bowles and the chairman of the American Assn. of Advertising Agencies, suggested that a greater flexibility in systems of agency compensation is particularly important now because of the technological revolution in the electronic media, the quicker client-agency response time as a result of computers, the growth of various communications services and international growth.

"Taken together, these four developing trends will inevitably put a greater demand on the client-agency relationship, if only because both parties will have to deal with this much broader array of alternatives," Mr. Bowen said.#

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Satchel Paige claims he never threw an illegal pitch—just a few "that ain't never been seen by this generation."

The April Reader's Digest reports how different people cope with the passing years.

At age 62, writer Ray Bradbury insists he's stayed young by keeping in touch with the ten-year-old boy inside him. At age 80, conductor Leopold Stowkowski kept fighting his musicians for quality and kept fighting the union for rehearsal time. And at the end of his "one-hundred-year career in baseball," ageless Satchel Paige kept teasing fans as to what he really *did* throw.

For a lively view of living at any age, 39 million readers look to The Digest.

Reader's Digest

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PBS ads won't supplant aid

WASHINGTON—Preliminary results from the congressional-sponsored test of conventional ads on public tv stations turn up only "minimal" hostile public reactions, but offer scant hope that ad revenues can be relied on to replace federal subsidies.

Three-fourths of the way through the yearlong test, the seven participating stations report no significant protests from their audiences. However, they project net ad revenues in amounts equal to only 5% to 15% of their operating budgets.

The seven stations had $2.9 million in ad revenues during the nine months, partially offset by direct selling expense equal to 25% to 30% of gross.

Bruce L. Christensen, president of National Assn. of Public Television Stations, said the figures indicate advertising can be a useful supplemental income device, but will in no way supplant federal support for public tv.

The verdict will depend on additional testing, which is to be completed by Oct. 1 when the Temporary Commission on Alternative Financing for Public Telecommunications is required to submit its final report to Congress. The report noted that several unfavorable aspects, including the effect on copyright and union contracts, as well as the tax obligations which would be incurred from "unrelated income" when nonprofit entities engaged in commercial activities, will have to be considered.

Of 60,000 letters and calls received by the stations during the nine months, only 1.5% concerned advertising and only half of these were negative. WTTW, Chicago, a leader in the test, reported that less than half of 1% of the 24,107 viewer comments it received during a three-month period related to advertising and only 40% of these represented objections to ads. WPBT, Miami, said it had only seven "negative" comments among 7,200 letters or calls since November. WYES, New Orleans, did not have a single adverse comment on commercials from callers during its recent fund-raising appeal. WHYY, which covers the Philadelphia area, had no formal tally, but said complaints were "negligible." WQED, Pittsburgh, received only two comments—one "for" and one "somewhat concerned."

The seven stations reported ad sales totaling $2,883,000. Some sold through representatives and some added their own sales staffs. Rates ranged from $1,440 for an especially desirable 30-second adjacency on WTTW, Chicago, down to as low as $20 for 30 seconds on WIPB, Muncie, Ind. Nearly all stations reported "significant rises" in national spot sales in recent months.

Public tv sales personnel found they had three strong selling points with advertisers, the commission's new progress report said: "Lack of commercial 'cluster,' a genial program environment and attractive program 'relationships'" (*e.g.*, home repair companies are attracted by advertising purchases adjacent to home repair series, etc.).

WNEW, New York, and WQED, Pittsburgh, conducting a somewhat different test, increased their gross income by $588,750 with "enhanced" underwriting announcements, permitting contributors to elaborate on the supporter "credit" with 15 or 20-second institutional messages about the company.#

How commercials are doing on public tv

Station	No. spots	Dollars	Station's 1983 budget
WTTW Chicago	2,180	$1,150,500	$15,000,000
WPBT Miami	3,841	$417,570	$8,000,000
WHYY Philadelphia	1,880	$898,725	$8,000,000
WYES New Orleans	3,620	$402,059	$4,000,000
KCSM San Mateo	4,254	$150,579	$1,300,000
WIPB Muncie	816	$55,085	$726,000
WQLN Erie	128	$7,880	$1,445,000

Source: National Association of Public Television Stations.

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The mystery of the multiplying rabbet.

You don't have to be Sherlock to solve this one.

You just have to pick up a recent issue of MECHANIX ILLUSTRATED.

Here a rabbet. There a rabbet. Everywhere you see a project involving building with wood, there will probably be a rabbet. Because, as any do-it-yourselfer knows, a rabbet is a special type of groove, on the edge of a board that helps to make a stronger joint between two pieces of wood.

We've got many more rabbets, because we've got many more projects in each issue of *MI*. That's what the do-it-yourselfer wants.

And, like the rabbet, the do-it-yourselfer is multiplying like crazy.

And spending like crazy, too...Somewhere between 112 billion and 118 billion dollars by 1990, according to the Bureau of Building Marketing Research.

So, every month, we fill our pages with money-saving ideas, new product pages and fix-it news that will appeal to all those people who enjoy doing-it-themselves.

Put your advertising message in MECHANIX ILLUSTRATED and we're pretty sure your client's profits will be multiplying just as fast as our rabbets.

MECHANIX ILLUSTRATED

We show the way.

For more information call Ernest J. Renzulli, Advertising Sales Director
1515 Broadway, New York, NY 10036 (212) 719-6570

A CBS PUBLICATION

DDB to buy health shop

NEW YORK—After months of negotiations, Doyle Dane Bernbach International has agreed in principle to acquire Kallir, Philips, Ross (AA, Jan. 10). The addition of the $55 million health communications agency brings DDB's U.S. billings to $975 million.

DDB is buying the agency through an exchange of KPR capital stock for DDB common stock. Kallir, Philips, Ross will become a wholly owned subsidiary of DDB International. The 22-year-old KPR will continue to be run by John Kallir, president; Jerry Philips, director of client services; Warren Ross, chairman-executive committee, and Norman Cooper, exec vp-chief operating officer.

Neil Austrian, president-chief executive officer, DDB, said the agency bought Kallir, Philips, Ross because "they were the largest unaffiliated agency in the medical/pharmaceutical area, with an excellent reputation for creativity and long-term relationships with clients."

KPR's clients include Ciba-Geigy, McNeil Pharmaceutical, McNeil Consumer Products Co., Merck Sharp & Dohme, Ortho Pharmaceutical, Sandoz, Upjohn Co., Winthrop Labs, Wyeth Labs and USV Labs, among others.#

Campbell testing soup

CAMDEN, N.J.—Campbell Soup is testing new Campbell's homemade style soup, a single-strength line of three flavors that come in 10½-oz. cans bearing brown labels, in Des Moines and Lexington. The soups are described by Campbell officials as the "chunky concept with a thinner broth."

Tv and print by BBDO carry the theme, "No taste like home."

Papler office moves

NEW YORK—Papler & Associates has moved to 80 Fifth Ave., 10011.

BEST AVAILABLE COPY

adbeat Viewers would rather trust Rather

TRUST IN MEDIA: Dan Rather is the most trusted tv news reporter and Walter Cronkite is still among the top seven trusted electronic newspeople. That's one of the findings in a 180-page national study of the credibility of the media compiled by California Communication Consultants, Los Angeles. The study also found that Americans trust media; business executives differ from the general public by trying to influence what their friends watch and read; people aged 45 to 64 were the most positive in rating media; those 25 to 34 and older than 65 were the most negative, and women were more positive in rating various media than men...

TIME FOR PLUGS: The April 18 *Time* must have gladdened the heart of corporate parent Time Inc. The cover flap touted Norman Mailer's new book, "Ancient Evenings," published by Time Inc. subsidiary Little, Brown, and inside there was a glowing article on Time Inc.'s new magazine, *TV-Cable Week*...

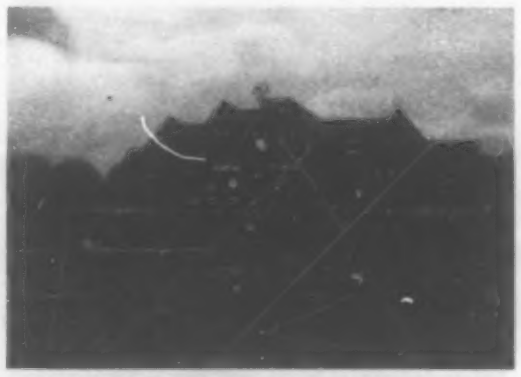
COMPUTER WHIZZES have their own gadgetry, terminology and magazines. Now they can have their own agents. New York attorney/literary agent Jay Acton has joined literary agents Sanford Greenburger Associates and Moulter Associates to form Software Agency, an umbrella organization to handle authors of computer programs and computer books. The new company also will package software for sale to book publishers now moving into the field. The new company is 825 Third Ave., New York 10017...

FRENCH FASHION and beauty magazine *Elle* is producing a special edition in English to coincide with Bloomingdale's upcoming Festival of France from Sept. 13 to Nov. 6...

CRUISE-INC.: Ilona Clevenger, a media director for Jansen Associates, Santa Ana, Cal., won a Caribbean cruise from *Inc.* for guessing when the monthly magazine would snare its 400,000th paid reader. The answer: On Feb. 14. *Inc.* received more than 1,000 entries from the ad community...

CONVERSE, Wilmington, Mass., is using a tv campaign by Ingalls Associates, Boston, featuring Philadelphia 76er Julius (Dr. J) Erving, Los Angeles Laker Earvin (Magic) Johnson and Boston Celtic Larry Bird. The theme of the campaign is "Converse All-Stars, they're everywhere"...

CHARACTER REFERENCES: Kellogg has formed a corporate licensing department to coordinate licensing of some of its famous trademarks. The first characters being licensed are Snap, Crackle and Pop of Rice Krispies fame, and Fruit Loops spokesman Toucan Sam. Other trademarked Kellogg characters available for licensing will be announced later this year. Willard Swain, former director-marketing services for U.S. food products, was named manager-corporate licensing...



TENNIS, ANYONE? The artwork above is the unifying element in ad and promotion material for World Championship Tennis' $500,000 May 1-8 Mercedes Tournament of Champions in Forest Hills. WCT, besides advertising on New York tv and radio, is promoting the event via direct mail and posters...

AD FLAP: The book jacket blurb on Simon & Schuster's newly published book, "Creating Wealth," dealing with author Robert G. Allen's "seven principles of wealth," notes that Mr. Allen publishes a monthly newsletter from his office in Provo, Utah. Included at the bottom of the blurb is a coupon—for those wishing to obtain a free copy...

HALEY HIRE: Alex Haley, author of "Roots," has been named a roving editor of *Reader's Digest*, one of the correspondents who write articles on assignment for the magazine. An excerpt from Mr. Haley's upcoming book, "Henning," a memoir of the Tennessee town in which he grew up, is to appear in the *Digest's* May issue...

WARNER COMMUNICATIONS' latest research indicates that "in some cases home [audio] taping of a hit record is so prevalent that taping almost equals dealer sales," said Mickey Kapp, Warner Special Products president, at the National Assn. of Recording Merchandisers convention in Miami. As one example, he said that last year the group Asia suffered 15 albums taped for every 17 bought; when an Asia lp sold 2 million copies, nearly 1.8 million others were taped.

CEREAL BONANZA: Quaker Oats is promoting its Cap'n Crunch, Corn Bran, Life and 100% Natural cereals with a Cereal Bowl Bonanza Sweepstakes offering in-pack certificates for one free game of bowling with each game purchased. Boxes also have instant cash winner certificates and entries to the Second Chance sweeps. BBDO handled creative; AdCom handled placement...

"HIGH POINTS for Healthful Living," a 64-page guide to health and nutrition, is being offered by Procter & Gamble, Cincinnati, free with the purchase of an 8-oz. jar of High Point instant coffee. The booklet is displayed at point of purchase. It was written by Gail Becker, a dietitian, and published by Benjamin Co., Elmsford, N.Y. Compton Advertising is agency of record...

OLD REFRAIN: "I wonder where the yellow went" has returned to the airwaves, but not in commercials for the product it is associated with, Lever's Pepsodent. Frank Perdue poses that question about competitors' chickens, which he claims are pale compared with his own golden-tinged Perdue line. Scali, McCabe, Sloves, New York, is the agency...

BEST PROFILE: Avon's 440,000 U.S. representatives will offer customers the Avon Beauty Profile this June, which will provide consumers with a personal beauty analysis based on their answers to questionnaires. A personal beauty analysis letter will follow, recommending the correct products for each individual. Also included will be a beauty guide on how to use recommended products as well as samples and coupons...

ITT-CONTINENTAL BAKING, Rye, N.Y., is running a new campaign for the new, improved Wonder bread it introduced in the Northwest last year. Tv spots feature animated talking bread slices touting the bread's improved recipe. Ted Bates Advertising/New York handles.

Brazil milk scandal sours Nestle image

By LAUREL WENTZ

SAO PAULO—It's not always easy to be Nestle.

When a milk contamination scandal erupted in Brazil recently—causing fresh milk sales to plummet and sparking a panic demand for powdered milk—milk producers, politicians and others hinted that multinational powdered milk producers such as Nestle must be behind it.

According to one Brazilian congressman: "The milk problem has come about exactly through the plowing of multinationals, captained by Nestle." Another legislator warned the Brazilian congress that multinationals are evolving "diabolical plans to dominate countries" such as Brazil.

Nestle responded with a quarter-page ad on the front page of Brazil's major Sunday newspapers. In the ad, the company denied involvement in any campaign to discredit the quality of fresh milk in Brazil in order to boost sales of powdered milk.

The controversy began when a prominent Sao Paulo pharmacist tested Brazilian milk and found it to be infested with bacteria. Sales fell by 35% last month in Sao Paulo state, according to the sales manager of Brazil's largest supermarket chain, Pao de Acucar. At the same time, powdered milk sales increased by 10% and would have soared had marketers not run out of Ninho, the market leader (a Nestle product), and many of the 23 other brands.

Sales of Leite longa vida (long-life milk), an ultrapasteurized milk with a six-month shelf life, jumped by 15%, the supermarket executive said.

Less reticent than Nestle, Leite longa vida appeared almost immediately in 60-second tv and radio spots, featuring an announcer explaining how long-life milk is processed and sold in safe, germless Tetra-pak containers.

Working through the weekend, Young & Rubicam produced the commercial in four days for client Tetra-pak, a Swedish company that specializes in liquid-food packaging.

"We felt it was the right moment to take advantage of the milk contamination notoriety to further explain to people long-life milk," said Y&R planning and accounts director Bob Kincey. "It's what you might call opportunistic."

In the milk scandal, no one is quite sure what Nestle is accused of doing. Some admen praised Nestle for its quick, decisive action in publishing a disclaimer, while others thought the company had overreacted in denying an accusation few people were aware of or likely to believe.#

FLASH REPORT: Newspaper advertising investment for January

JANUARY 1983		DOLLARS		CHANGE	
CATEGORIES	YEAR	1983	1982	ACTUAL $ G OR L	% G OR L
Department stores	1983	$46,188,785	$36,804,599	+9,384,186	+25.5
	1982				
Food stores	1983	20,849,646	18,230,435	+2,619,211	+14.4
	1982				
Radio, tv, phonographs, records	1983	8,981,632	6,923,066	+2,058,566	+29.7
	1982				
Alcoholic beverages	1983	375,513	841,483	-465,970	-55.4
	1982				
Cameras, photo supplies & services	1983	143,215	305,443	-162,228	-53.1
	1982				
Beverages: coffee and tea	1983	145,909	296,738	-150,829	-50.8
	1982				
Beverages: soft drinks, dietition diet	1983	365,350	111,789	+253,561	+226.8
	1982				
Soaps, cleaners & polishes	1983	48,288	128,825	-82,537	-64.1
	1982				
Cold, cough & sinus remedies	1983	39,378	19,357	+20,021	+103.4
	1982				
Headache remedies & sedatives	1983	14,967	1,132	+13,865	+1,224.8
	1982				
Publishing & media	1983	8,202,753	10,688,666	-2,485,913	-23.3
	1982				
Sporting & Leisure time equipment	1983	500,962	710,196	-209,234	-29.5
	1982				
Cigarettes	1983	8,810,513	7,544,118	+1,266,395	+16.8
	1982				
Cosmetics, makeup & manicure products	1983	180,897	17,982	+162,915	+906.0
	1982				
Airlines	1983	12,208,970	11,536,070	+672,900	+5.8
	1982				
Passenger cars-new	1983	11,278,975	10,073,390	+1,205,585	+12.0
	1982				

This Flash Report of newspaper advertising investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The Washington Star ceased publication Aug. 7, 1981, and so, for comparability, has been excluded from this report.#

Source: Media Records Inc.

Headache remedies top paper spending

NEW YORK—Newspaper advertising spending on headache remedies and sedatives grew 1,225% to $15,000 in January, pacing a month in which 10 of 16 measured categories showed increases over the same period a year ago.

Among the other leaders were cosmetics, makeup and manicure products, up 906% to $180,900; soft-drink beverages, up 227% to $365,350, and cold, cough and sinus remedies, up 103% to $39,400.

Showing the largest declines were soaps, cleaners and polishers, down 64% to $46,000; alcoholic beverages, down 55% to $375,500, and cameras, photo supplies and services, down 53% to $143,000.

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records Inc., is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington.#

May 2, 1983